

# **MENU OF TECHNICAL ASSISTANCE SUBJECTS**

## **ORGANIZATION**

- Getting started: Getting people organized, focused and enthused
- Fundraising for downtown organizations
- Board development and facilitation of a board retreat
- Main Street program feasibility – Are we ready? Will we benefit? What do we need to do?
- Volunteer recruitment, training, retention and reward
- Work plan development
- Visioning and creating a mission statement
- Building effective public and private partnerships
- Public relations & publicity for local program

## **DESIGN**

- Design and Historic preservation assessment
- Providing local design assistance
- State and National historic designation process
- Certified Local Government
- Streetscape plan review
- Do we need a plan? What type (i.e. design, market-based, etc.)?
- Infill construction
- Parking and traffic strategies
- Creating a façade improvement program
- Creating design guidelines
- Merchandising and window displays

## **PROMOTION**

- Special event development
- Review and critique of current promotions
- Development of appropriate promotions strategies

## **ECONOMIC RESTRUCTURING**

- Understanding the market analysis process and its application
- Understanding how to develop a marketing plan for downtown – Jane Jenkins
- Business development strategies
- Creating market niche strategies
- Business mix and cluster analysis
- Business improvement districts
- Funding mechanisms for downtown revitalization – alpha soup
- Project feasibility – right project at the right site?
- Creating economic incentives

Visits will vary in length from 4 hours to 2 days depending upon the subject matter and needs of the community. Additional time will be added for travel, preparation and report writing. Teams will consist of from 1-4 people. Actual expenses will be added to the quoted cost. Average daily rate per person generally will be in the range of \$600 unless the service desired requires hiring a consulting firm. Most of the subjects shown above will require a full-day visit.